

1 **Amendment to the Claims**

2 **In the Claims:**

3 Please amend Claims 1, 14, 20, 27, 28, and 36, and add new Claims 37 and 38 as follows:

4 1. (Currently Amended) A method for enabling media clips having a common desired
5 characteristic quality to be identified from among a plurality of different media clips, each of the
6 plurality of different media clips having been previously associated with a style identifier that is
7 indicative of and corresponds to a characteristic quality of the media clip, said method comprising the
8 steps of:

9 (a) enabling a desired style identifier to be provided as a search criterion,
10 association of the style identifier with each media clip being based upon an evaluation of a
11 characteristic quality of the media clip, an identical style identifier being associated with different
12 media clips that have been determined to have a common characteristic quality, but which do not
13 necessarily relate to a common subject or share a single quantifiable attribute;

14 (b) initiating an automated search of the plurality of different media clips, based
15 upon the search criterion; and

16 (c) as a result of the automated search of the plurality of different media clips,
17 identifying media clips that have been associated with the desired style identifier and thus have a
18 common desired characteristic quality.

19 2. (Original) The method of Claim 1, wherein each media clip in the plurality of different
20 media clips has previously been associated with an absolute ranking value for each of a plurality of
21 different attributes, further comprising the steps of:

22 (a) enabling a desired attribute to be provided to sort the plurality of different
23 media clips based upon the absolute ranking value of the desired attribute that was associated with
24 each of the plurality of different media clips; and

25 (b) automatically sorting the plurality of different media clips as a function of the
26 absolute ranking value associated with each media clip for the desired attribute.

27 3. (Original) The method of Claim 1, wherein each of the plurality of different media clips
28 has previously been associated with an absolute ranking value for each of a plurality of different
29 attributes, further comprising the steps of:

1 (a) enabling a desired attribute to be provided to sort the media clips identified by
2 the automated search; and

3 (b) automatically sorting the media clips that were identified by the automated
4 search, as a function of the absolute ranking value associated with each media clip for the desired
5 attribute.

6 4. (Original) The method of Claim 1, wherein the plurality of different media clips are stored
7 in a database that is accessible over a network.

8 5. (Original) A method for enabling a user to carry out an automated search of a plurality of
9 different media clips to identify any media clip included therein that has a characteristic quality
10 desired by the user, comprising the steps of:

11 (a) associating one of a plurality of different style identifiers with each of the
12 plurality of different media clips, each different style identifier corresponding to a different
13 characteristic quality, selection of a style identifier associated with each media clip being based upon
14 a subjective evaluation of the characteristic quality of the media clip, an identical style identifier
15 being associated with different media clips that subjectively have been determined to have the same
16 characteristic quality, but which do not necessarily relate to a common subject;

17 (b) enabling a user to indicate a specific style identifier upon which to search the
18 plurality of different media clips; and

19 (c) searching the plurality of different media clips in an automated manner, to
20 identify media clips included therein that have been associated with the specific style identifier
21 indicated by the user.

22 6. (Original) The method of Claim 5, further comprising the step of associating absolute
23 ranking values for each of a plurality of different attributes with each of the plurality of different
24 media clips, a ranking value for each different attribute associated with each media clip being based
25 upon a subjective evaluation of the media clip in regard to the attribute.

26 7. (Original) The method of Claim 6, further comprising the steps of:

27 (a) enabling a user to indicate a desired attribute upon which to sort media clips in
28 an automated manner;

29 (b) sorting the media clips in the automated manner based upon the absolute
30 ranking value associated with each media clip for the desired attribute; and

1 (c) enabling the user to access media clips, as thus sorted.

2 8. (Original) The method of Claim 7, wherein the media clips that are sorted are the plurality
3 of different media clips.

4 9. (Original) The method of Claim 7, wherein the media clips that are sorted are the media
5 clips identified by the automated search as being associated with the specific style identifier indicated
6 by the user.

7 10. (Original) The method of Claim 5, wherein the plurality of different media clips are
8 stored as digital data in an electronically accessible memory.

9 11. (Original) The method of Claim 5, wherein the plurality of different media clips are
10 accessible by a user over a network.

11 12. (Original) The method of Claim 5, further comprising the step of associating a keyword
12 with each media clip included in the plurality of different media clips, for use in searching the media
13 clips based upon a keyword.

14 13. (Original) The method of Claim 12, further comprising the steps of:

15 (a) enabling a user to indicate a desired keyword upon which to search the
16 plurality of different media clips;

17 (b) searching the plurality of different media clips as a function of the desired
18 keyword, in an automated manner; and

19 (c) identifying any media clip with which the desired keyword has been
20 associated, as a result of searching in the automated manner.

21 14. (Currently Amended) The method of Claim 12, wherein the step of enabling a user to
22 indicate the desired style identifier comprises the steps of:

23 (a) enabling the user to select a media clip from among any media clips that were
24 identified as being associated with the desired keyword; and

25 (b) employing the style identifier associated with the media clip selected by the
26 user for use in searching the plurality of different media clips to identify other media clips associated
27 with thea style identifier that is identical to that of the media clip selected by the user.

28 15. (Original) The method of Claim 14, further comprising the step of indicating any other
29 media clips associated with the style identifier that is identical to that of the media clip selected by
30 the user.

1 16. (Original) The method of Claim 5, further comprising the step of associating a type
2 identifier with each of the plurality of different media clips.

3 17. (Original) The method of Claim 16, further comprising the steps of:

4 (a) enabling a user to indicate a desired type identifier for use in searching the
5 plurality of different media clips, in an automated manner; and

6 (b) indicating any media clips found by searching that are associated with both the
7 desired type identifier and with the desired style identifier, from among the plurality of different
8 media clips.

9 18. (Original) The method of Claim 5, further comprising the step of associating a category
10 with each media clip included in the plurality of different media clips, for use in searching the media
11 clips based upon a category.

12 19. (Original) The method of Claim 18, further comprising the steps of:

13 (a) enabling a user to indicate a desired category upon which to search the
14 plurality of different media clips;

15 (b) searching the plurality of different media clips as a function of the desired
16 category, in an automated manner; and

17 (c) identifying any media clip with which the desired category has been
18 associated, as a result of searching in the automated manner.

19 20. (Currently Amended) The method of Claim 19, wherein the step of enabling a user to
20 indicate the desired style identifier comprises the steps of:

21 (a) enabling the user to select a media clip from among any media clips that were
22 identified as being associated with the desired category; and

23 (b) employing the style identifier associated with the media clip selected by the
24 user for use in searching the plurality of different media clips to identify other media clips associated
25 with thea style identifier that is identical to that of the media clip selected by the user.

26 21. (Original) The method of Claim 20, further comprising the step of indicating any other
27 media clips associated with the style identifier that is identical to that of the media clip selected by
28 the user.

29 22. (Original) The method of Claim 5, wherein the media clips identified by the search are
30 each represented with an icon.

1 23. (Original) The method of Claim 22, wherein the media clips comprise a graphic image,
2 said icon comprising a thumbnail representation of the graphic image.

3 24. (Original) The method of Claim 5, further comprising the step of enabling the user to
4 select any of the media files identified by the search for transfer from a remote storage to a local
5 storage, by activating a graphic control.

6 25. (Original) A memory medium having processor executable instructions for performing
7 steps (b) and (c) of Claim 5.

8 26. (Original) A memory medium having processor executable instructions for performing
9 the steps of Claim 7.

10 27. (Currently Amended) A method for sorting a plurality of different media clips, each of
11 the plurality of different media clips having been previously associated with an absolute ranking
12 value for each of a plurality of different attributes, the different attributes including at least one
13 objective characteristic and a stylistic identifier representative of a subjective impression associated
14 with a media clip, said method comprising the steps of:

15 (a) enabling a desired attribute to be input[[],] from a range of choices of the attributes
16 including the objective characteristic and the stylistic identifier, to sort the plurality of different media
17 clips based upon the absolute ranking value of the desired attribute that was associated with each of
18 the plurality of different media clips; and

19 (b) automatically sorting the plurality of different media clips as a function of the absolute
20 ranking value associated with each media clip for the desired attribute.

21 28. (Currently Amended) A system that enables a user to carry out an automated search of a
22 plurality of different media clips to identify any media clip included therein that has a characteristic
23 quality desired by the user, each of the plurality of different media clips being associated with one of
24 a plurality of different style identifiers, each different style identifier corresponding to a different
25 characteristic quality, comprising:

26 (a) a processor;

27 (b) a display coupled in communication with the processor;

28 (c) a user input device that connected in communication with the processor and which
29 enables a user to provide input data to the processor; and
30

1 (d) a memory coupled to the processor, said memory storing a plurality of machine
2 instructions that are executed by the processor, causing the processor to carry out a plurality of
3 functions, including:

4 (i) enabling the user to employ the user input device to select a specific style
5 identifier upon which to search the plurality of different media clips; and

6 (ii) searching the plurality of different media clips, to identify media clips included
7 therein that have been associated with the specific style identifier indicated by the user;
8 wherein association of individual style identifiers with each media clip are based on an evaluation of
9 a characteristic quality of the media clip, an identical style identifier being associated with different
10 media clips that have been determined to have a common characteristic quality, but which do not
11 necessarily relate to a common subject or share a single quantifiable attribute,

12 29. (Original) The system of Claim 28, wherein the plurality of different media clips are
13 stored in a non-volatile medium that is coupled in communication with the processor.

14 30. (Original) The system of Claim 28, further comprising a local processor and a local
15 memory in which machine instructions are stored that are executed by the local processor, said local
16 processor being coupled to the display and the user input device, wherein the non-volatile medium
17 and the processor are disposed at a location that is geographically remote from the user, the local
18 processor, the local memory, the display, and the user input device, and wherein the processor is
19 coupled in communication with the local processor over a data network.

20 31. (Original) The system of Claim 30, wherein the machine instructions executed by the
21 local processor cause the local processor to provide an identification on the display, of the media
22 clips that have been associated with the specific style identifier indicated by the user.

23 32. (Original) The system of Claim 28, wherein absolute ranking values for each of a
24 plurality of different attributes are associated with each of the plurality of different media clips, a
25 ranking value for each different attribute being associated with each media clip based upon a
26 subjective evaluation of the media clip in regard to the attribute, and wherein the machine
27 instructions further cause the processor to:

28 (a) enable the user to employ the user input device to indicate a desired attribute
29 upon which to sort media clips; and
30

1 (b) sort the media clips based upon the absolute ranking value associated with
2 each media clip for the desired attribute.

3 33. (Original) The system of Claim 28, wherein a keyword is associated with each media
4 clip included in the plurality of different media clips, and wherein the machine instructions executed
5 by the processor further cause the processor to:

6 (a) enable the user to employ the user input device to indicate a desired keyword
7 upon which to search the plurality of different media clips; and

8 (b) search the plurality of different media clips as a function of the desired
9 keyword so as to identify any media clip with which the desired keyword has been associated.

10 34. (Original) The system of Claim 28, wherein the machine instructions executed by the
11 processor further cause the processor to:

12 (a) enable the user to employ the user input device to select a media clip from
13 among any media clips that were identified as being associated with the desired keyword; and

14 (b) employ the style identifier associated with the media clip selected by the user
15 for use in searching the plurality of different media clips to identify other media clips associated with
16 the style identifier that is identical to that of the media clip selected by the user.

17 35. (Original) The system of Claim 28, wherein a type identifier is associated with each of
18 the plurality of different media clips, and wherein the machine instructions executed by the processor
19 further cause the processor to:

20 (a) enable a user to employ the user input device to indicate a desired type
21 identifier for use in searching the plurality of different media clips; and

22 (b) search the plurality of different media clips to identify any media clips that are
23 associated with both the desired type identifier and with the desired style identifier.

24 36. (Currently Amended) A system that enables a user to carry out an automated sort of a
25 plurality of different media clips, each of the plurality of different media clips being associated with
26 an absolute ranking value for each of a plurality of different predefined attributes, the different
27 attributes including at least one objective characteristic and a stylistic identifier representative of a
28 subjective impression associated with the media clip, comprising:

29 (a) a processor;

30 (b) a display coupled in communication with the processor;

1 (c) a user input device that connected in communication with the processor and
2 which enables a user to provide input data to the processor; and

3 (d) a memory coupled to the processor, said memory storing a plurality of machine
4 instructions that are executed by the processor, causing the processor to carry out a plurality of
5 functions, including:

6 (i) enabling the user to employ the user input device to select a desired
7 attribute from a range of choices including the objective characteristic and the stylistic identifier upon
8 which to sort the plurality of different media clips, based upon the absolute ranking value that was
9 associated with each of the different media clips; and

10 (ii) sorting the plurality of different media clips, based upon the absolute
11 ranking values of each of the plurality of different media clips for the desired attribute indicated by
12 the user.

13 37. (New) A method for enabling media clips having a common desired characteristic
14 quality to be identified from among a plurality of different media clips, each of the plurality of
15 different media clips having been previously associated with a style identifier that is indicative of and
16 corresponds to a characteristic quality of the media clip, wherein each media clip in the plurality of
17 different media clips has been previously associated with an absolute ranking value for each of a
18 plurality of different attributes, said method comprising the steps of:

19 (a) enabling a desired style identifier to be provided as a search criterion;

20 (b) enabling a desired attribute to be provided to sort the plurality of different
21 media clips based upon the absolute ranking value of the desired attribute that was associated with
22 each of the plurality of different media clips;

23 (c) initiating an automated search of the plurality of different media clips, based
24 upon the search criterion;

25 (d) as a result of the automated search of the plurality of different media clips,
26 identifying media clips that have been associated with the desired style identifier and thus have a
27 common desired characteristic quality; and

28 (e) automatically sorting the plurality of different media clips as a function of the
29 absolute ranking value associated with each media clip for the desired attribute.
30

1 38. (New) A method for enabling media clips having a common desired characteristic
2 quality to be identified from among a plurality of different media clips, each of the plurality of
3 different media clips having been previously associated with a style identifier that is indicative of and
4 corresponds to a characteristic quality of the media clip, and wherein each of the plurality of different
5 media clips has previously been associated with an absolute ranking value for each of a plurality of
6 different attributes, said method comprising the steps of:

7 (a) enabling a desired style identifier to be provided as a search criterion;

8 (b) enabling a desired attribute to be provided to sort the media clips identified by
9 the automated search;

10 (c) initiating an automated search of the plurality of different media clips, based
11 upon the search criterion;

12 (d) as a result of the automated search of the plurality of different media clips,
13 identifying media clips that have been associated with the desired style identifier and thus have a
14 common desired characteristic quality; and

15 (e) automatically sorting the media clips that were identified by the automated
16 search, as a function of the absolute ranking value associated with each media clip for the desired
17 attribute.